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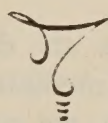
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★ MAY 23 1945 ★

U. S. Department of Agriculture

# CHRYSANTHEMUM ROOTED CUTTINGS

Price List  
for 1945



GENEVA FLORAL CO.

P. O. Box 173, GENEVA, N. Y.

FARM, GREENHOUSES AND OFFICE

Border City

E. North St., just outside Geneva



## INSTRUCTIONS FOR ORDERING

**PRICES:** Kindly note carefully the prices per 100 and per 1000 are opposite each variety. The following rates apply *when less than 25* of a variety is ordered.

Rate per 100	Rate per 10	Rate per 5	Rate per 1
\$ 4.00	\$ .60	\$ .40	\$ .10
6.00	1.00	.60	.15
8.00	1.50	1.00	.25
12.00	2.00	1.50	.40

If your order totals 1,000 or more and you have ordered at least 25 or in multiples of 25 of each variety you may take the 1,000 rate. **SPECIAL ATTENTION!** If your order is 100 each of five or more varieties you may also take the 1,000 rates.

**TERMS:** 2% 10 days, 30 days net. Cash to all customers without established credit—at least 50% of the amount must be enclosed with your order if you want us to send it C.O.D. This part payment is necessary because of the perishable nature of the cuttings. If the shipment is refused for any reason it is usually a total loss.

**DISCOUNTS:** 5% Discount for all **CASH WITH ORDER** orders.

**DELIVERY:** Last season we advised Express shipments as shipment is automatically insured, but many shipments were so slow there was much dissatisfaction among our customers. Parcel Post made much more prompt delivery. We will be glad to ship either way you wish. To estimate parcel post charges, the weight of cuttings is usually about 5 lbs. per 100 cuttings. You can find the zone and cost from your mail order catalogue. All shipments F.O.B. Geneva, N. Y. If you want P. P. packages insured, consult your postmaster for charges.

**CLAIMS FOR DAMAGE:** If plants are damaged upon arrival, notify your Express Agent or Post Master immediately. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for injured or delayed deliveries, etc. All claims for damages must be assumed and entered against the carrier by the buyer. Our packing is all done by men of experience who have done it for years and any trouble must be settled with the carrier. However, we will do all we can to assist you.

**NO GUARANTEE:** While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied, also we cannot guarantee a crop as growing depends entirely upon the grower.

**CANCELLATION:** Must reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can cancel the **UNSHIPPED PORTION** only.

**CARE OF CUTTINGS WHEN RECEIVED:** We pack rather dry purposely to avoid rot. If your cuttings seem wilted remove wrappers and dip them tops and all in cool water and set the roots loosely in a flat of damp moss for a few hours, or over night, out of doors in the shade or under a cool bench where the wind does not blow on them. If you do this you will find they will revive 100% and then they are ready to pot or transplant. **NEVER POT A WILTY PLANT.** You may need to shade some according to the weather. A little wilting after potting will not harm and a light syringing occasionally will help very much. If cuttings are crisp the morning after 24 hours from potting this shows they are taking water and your danger from shipping is over.

Orders accepted will be subject to the above terms.



LARGE FLOWERING COMMERCIAL VARIETIES

Note

- X—Extra good or generally accepted best varieties.
- S—Indicates varieties most suitable for shading.
- P—Indicates varieties suitable for Pot Plants.
- D—Indicates varieties most suitable for disbudding.

READ INSTRUCTIONS FOR ORDERING ON PAGE TWO

Prices subject to change without notice

YELLOW

Name and Description		Height	Matures	Price per	
				100	1000
XP	Gold Lode. Golden yellow.....	Med.	Oct. 1	\$4.00	\$35.00
XP	Celestra. Bright yellow.....	Med.	Oct. 15	4.00	35.00
	Chrysolora. Pale golden yellow.....	Med.	Oct. 15	4.00	35.00
XSP	Mrs. H. E. Kidder. Bright yellow.....	Med.	Oct. 20	4.00	35.00
P	Apricot Queen. Incurved orange.....	Short	Oct. 25	4.00	35.00
X	Yellow Ambassador. Light yellow.....	Med.	Oct. 25	4.00	35.00
SX	Blazing Gold. Golden yellow.....	Med.	Oct. 25	4.00	35.00
XSP	Sunglow. Yellow.....	Med.	Oct. 25	4.00	35.00
	Citronella. Light yellow.....	Short	Oct. 28	4.00	35.00
XSP	Golden Glory. Golden yellow.....	Short	Nov. 1	4.00	35.00
XS	Good News. Yellow.....	Med.	Nov. 1	4.00	35.00
	Yellow Turner. Fine large light yellow.....	Med.	Nov. 5	6.00	50.00
X	Indianapolis Yellow.....	Med.	Nov. 8	6.00	50.00
XP	Cardonia. Deep rich yellow.....	Med.	Nov. 10	4.00	35.00
X	Whittier. Yellow.....	Med.	Nov. 13	4.00	35.00
	Columbus Dispatch. Deep lemon yellow.....	Med.	Nov. 15	4.00	35.00
X	Yellow Monument. Pale yellow.....	Med.	Nov. 15	4.00	35.00
XP	Honey Dew. Yellow.....	Short	Nov. 15	4.00	35.00
SX	Yellow Mefo. Golden yellow.....	Tall	Nov. 20	4.00	35.00
XP	Friendly Rival. Large golden yellow.....	Med.	Nov. 20	4.00	35.00
XS	Sun Gold. Yellow.....	Med.	Nov. 25	4.00	35.00
XS	Golden Pearson. (Leroy Zang) yellow.....	Med.	Nov. 25	4.00	35.00
X	Golden Mrs. Ross. Golden yellow.....	Tall	Dec. 3	4.00	35.00
X	Golden Mistletoe. Yellow.....	Med.	Dec. 10	4.00	35.00
X	Improved Tobins Late Yellow. Deep yellow.....	Short	Dec. 15	4.00	35.00

WHITE

	Smith's Early White. White.....	Tall	Oct. 5	4.00	35.00
P	Quaker Maid. White, tinged pink.....	Med.	Oct. 15	4.00	35.00
XS	Silver Sheen. Fine early white.....	Med.	Oct. 18	4.00	35.00
XP	Ambassador. Large white.....	Med.	Oct. 23	4.00	35.00
XS	Albatross. Pure white.....	Med.	Nov. 1	4.00	35.00
XS	Snow White. White.....	Med.	Nov. 1	4.00	35.00
XS	Betsy Ross. Fine shaped white.....	Tall	Nov. 1	4.00	35.00
	William Turner. Fine large pure white.....	Med.	Nov. 5	6.00	50.00
SX	Indianapolis. White.....	Med.	Nov. 8	4.00	35.00
	Chas. Rager. White.....	Med.	Nov. 10	4.00	35.00
X	Monument. White.....	Med.	Nov. 15	4.00	35.00
XS	Marketeer. Finest late white.....	Med.	Nov. 18	4.00	35.00
SX	Mefo. Fine white.....	Med.	Nov. 20	4.00	35.00
X	Chattanooga. White.....	Med.	Nov. 25	4.00	35.00
X	December Glory. Pure white.....	Tall	Dec. 1	4.00	35.00
X	White Mistletoe. White.....	Med.	Dec. 10	4.00	35.00
XP	Smith's Late White. White.....	Short	Dec. 15	4.00	35.00

WE GROW OUR OWN



BRONZE AND RED

	Name and Description	Height	Matures	Price per	
				100	1000
S	Indianola. Light reddish bronze.....	Med.	Oct. 10	\$4.00	\$35.00
XS	Detroit News. Early bronze.....	Med.	Nov. 1	4.00	35.00
	Bronze Turner. Fine large bronze.....	Med.	Nov. 5	6.00	50.00
X	Mrs. David F. Roy. Reddish bronze.....	Short	Nov. 8	6.00	50.00
XS	Indianapolis. Bronze.....	Med.	Nov. 8	4.00	35.00
XP	Garnet King. Deep red.....	Med.	Nov. 18	4.00	35.00
X	Gladys Pearson. Good light bronze.....	Med.	Nov. 25	4.00	35.00
X	Oak Leaf. Dark bronze.....	Med.	Nov. 25	4.00	35.00
	Harvard. Deep red, reflexed.....	Med.	Nov. 30	4.00	35.00
X	Bronze Mistletoe. Bronze.....	Med.	Dec. 10	4.00	35.00

PINK

P	Early October. Light lavender.....	Short	Oct. 10	12.00	100.00
XS	Pink Chief. Pink.....	Tall	Oct. 15	4.00	35.00
XSP	Justrite. Fine early pink.....	Short	Oct. 15	4.00	35.00
PX	Maj. Edward Bowes. Fine dark pink.....	Med.	Oct. 20	4.00	35.00
X	October Rose. Pink.....	Med.	Oct. 20	6.00	50.00
XSP	J. W. Prince. Light pink.....	Short.	Nov. 5	4.00	35.00
	Pink Turner. Fine large pink.....	Med.	Nov. 5	6.00	50.00
XS	Indianapolis. Pink light lavender.....	Med.	Nov. 8	4.00	35.00
XP	Thanksgiving Pink. Dark pink.....	Short	Nov. 23	4.00	35.00
X	Distinction. Late pink.....	Med.	Nov. 25	4.00	35.00
XP	Helen Frick. Very fine late pink.....	Med.	Nov. 25	4.00	35.00
X	Edwin Seidwitz. Lavender.....	Med.	Nov. 30	4.00	35.00
X	Pink Mistletoe. Pink.....	Med.	Dec. 10	4.00	35.00

POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—Small; Int.—Intermediate; L—Large.

Types are abbreviated as follows: Pom.—Pompon; Dec.—Decorative; Sing.—Single; Anem.—Anemone.

YELLOW

	Name and Description	Height	Size and Type	Matures	Price per	
					100	1000
XS	Yellow Irene. Yellow sport of Irene..	Short	S. Pom.	Oct. 18	\$4.00	\$35.00
XSP	Rodell Imp. Fine early yellow.....	Short	Int. Pom.	Oct. 20	4.00	35.00
XS	Gold Finch. Yellow.....	Med.	Int. Pom.	Oct. 20	4.00	35.00
XS	Golden Spray. Yellow.....	Med.	Int. Pom.	Oct. 23	4.00	35.00
X	Early Buttercup. Yellow.....	Med.	Int. Pom.	Oct. 25	4.00	35.00
SXPD	Golden Herald. Large deep gold. yel.	Med.	L. Dec.	Oct. 25	4.00	35.00
X	Cora Peck Buhl. Light buff yellow...	Tall	Int. Pom.	Oct. 25	4.00	35.00
SX	Yellow Dot. Yellow with reddish center	Med.	Int. Pom.	Oct. 25	4.00	35.00
SX	Yellow Arcadia. Pernet yellow.....	Med.	Intp. Pom.	Oct. 28	4.00	35.00
D	Yellow Doty. Buff yellow.....	Med.	L. Pom.	Nov. 1	4.00	35.00
	Ohio State. Yellow anemone for pots	Short		Nov. 1	4.00	35.00
XSD	Mary Lennon Hall. Clear rich yellow	Tall	Int. Pom.	Nov. 1	4.00	35.00
XD	Yellow Sea Gull. Yellow.....	Tall	Int. Pom.	Nov. 1	4.00	35.00
XSP	Nuggets. Best early yellow.....	Short	S. Pom.	Nov. 5	4.00	35.00
XSD	Helios. Deep yellow.....	Med.	L. Anem.	Nov. 10	4.00	35.00
	Derigold. Deep golden yellow.....	Med.	Int. Rom.	Nov. 10	4.00	35.00
XS	Yellow New York. Yellow.....	Med.	S. Pom.	Nov. 13	4.00	35.00
XSP	Yellow Fellow. Yellow.....	Med.	Int. Dec.	Nov. 15	4.00	35.00
X	Golden Surprise. Sulphur yellow....	Med.	Int. Pom.	Nov. 18	8.00	60.00
XSD	Susanne Miller. Buff yellow.....	Tall	L. Anem.	Nov. 18	4.00	35.00
X	Yellow Bird. Lemon yellow.....	Med.	Int. Pom.	Nov. 20	4.00	35.00
X	Hasegawa Gold. Large golden yellow	Med.	Int. Pom.	Nov. 23	4.00	35.00
XPD	Yellow Rolinda. Light buff yellow...	Med.	Int. Anem.	Nov. 23	4.00	35.00
X	Golden Sceptre. Yellow.....	Tall	Int. Pom.	Nov. 25	4.00	35.00

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## YELLOW (Con't)

	Name and Description	Height	Size and Type	Matures	Price per	
					100	1000
PD	Yellow Yuletide. Yellow.....	Short	Int. Pom.	Nov. 28	4.00	35.00
X	Christmas Gold. Bright yellow.....	Med.	S. Pom.	Nov. 28	4.00	35.00
D	Golden Jane. Brilliant golden yellow	Med.	L. Sing.	Nov. 28	8.00	60.00
X	Yellow Cordova. Yellow.....	Med.	Int. Dec.	Nov. 30	4.00	35.00
	Yellow Valencia. Yellow.....	Tall	L. Anem.	Nov. 30	4.00	35.00
XD	Gleam. Deep lemon yellow.....	Med.	L. Anem.	Nov. 30	4.00	35.00
XD	Gold Coin. (Unalga) yellow.....	Med.	Int. Pom.	Dec. 1	4.00	35.00
XPD	Yuvawn. Yellow.....	Med.	Int. Pom.	Dec. 3	4.00	35.00
X	Golden Modena. Deep golden yellow	Med.	Int. Pom.	Dec. 5	6.00	50.00
X	Fawn. Deep buff yellow.....	Med.	Int. Sing.	Dec. 5	4.00	35.00
D	Yellow Supreme. Buff yellow.....	Med.	L. Anem.	Dec. 10	4.00	35.00
X	Buttercup. Yellow.....	Tall	Int. Pom.	Dec. 10	4.00	35.00
	Spun Gold. Deep lemon yellow.....	Med.	Int. Dec.	Dec. 15	6.00	50.00
X	Christmas Cheer. Deep yellow.....	Med.	Int. Pom.	Dec. 15	4.00	35.00
X	Yellow Garza Supreme. Yellow.....	Short	Int. Anem.	Dec. 15	4.00	35.00
	Vibrant. Deep yellow.....	Med.	Int. Dec.	Dec. 20	4.00	35.00
	Winterset. Lemon yellow.....	Med.	Int. Pom.	Dec. 25	4.00	35.00
	December Gold. Golden yellow.....	Med.	Int. Dec.	Dec. 25	4.00	35.00
	Yellow Snow. Deep lemon yellow...	Med.	Int. Pom.	Dec. 30	4.00	35.00

## WHITE

	Uvalda. Creamy white.....	Med.	Int. Pom.	Oct. 10	4.00	35.00
XSP	White Jewell. White.....	Short	S. Pom.	Oct. 15	4.00	35.00
XSP	Irene. Fine early white.....	Short	S. Pom.	Oct. 18	4.00	35.00
XS	Minong. White.....	Med.	S. Pom.	Oct. 20	4.00	35.00
P	Silver Bells. White.....	Med.	S. Pom.	Oct. 23	4.00	35.00
XS	Arcadia. Pure white.....	Med.	Int. Pom.	Oct. 28	4.00	35.00
XPD	Graceland. White with yellow center	Med.	Int. Anem.	Oct. 28	4.00	35.00
XSD	Sea Gull. Very fine white.....	Tall	Int. Pom.	Nov. 1	4.00	35.00
XSD	White Doty. Good white.....	Med.	L. Pom.	Nov. 1	4.00	35.00
XD	White Anemone. White.....	Tall	Int. Anem.	Nov. 5	4.00	35.00
XS	Rev. Horace Bushnell. White.....	Tall	Int. Pom.	Nov. 8	4.00	35.00
X	Crystall Jewell. White.....	Tall	S. Pom.	Nov. 8	4.00	35.00
XD	White Menza. Ivory white.....	Med.	Int. Sing.	Nov. 10	4.00	35.00
XSPD	Little America. Snow white.....	Med.	Int. Anem.	Nov. 10	4.00	35.00
	Chicago Pearl. Ivory white.....	Med.	Int. Pom.	Nov. 15	4.00	35.00
XPD	White Norma. Sport of Norma.....	Tall	L. Anem.	Nov. 18	4.00	35.00
D	Long Island Beauty. White, yellow cushion.....	Med.	L. Anem.	Nov. 20	4.00	35.00
	Pearl.....	Tall	Int. Pom.	Nov. 20	4.00	35.00
X	Seafoam.....	Med.	Int. Pom.	Nov. 20	8.00	60.00
XPD	White Yuletide. White.....	Short	Int. Pom.	Nov. 28	4.00	35.00
X	Cordova. Fine late white.....	Med.	Int. Dec.	Nov. 30	4.00	35.00
X	December Glory Pom. White.....	Med.	Int. Dec.	Dec. 15	4.00	35.00
X	Garza Supreme. White.....	Short	Int. Anem.	Dec. 15	4.00	35.00
X	Snow. Ivory white.....	Med.	Int. Pom.	Dec. 30	4.00	35.00
	Swan. White.....	Tall	Int. Anem.	Dec. 30	4.00	35.00

## BRONZE AND RED

XS	Roman Bronze. Bronze Capt. Cook..	Tall	Int. Pom.	Oct. 20	4.00	35.00
SX	Adelaide. Mahogany.....	Med.	S. Pom.	Oct. 23	4.00	35.00
XSD	Jemima. Bronze.....	Med.	Int. Pom.	Oct. 23	4.00	35.00
X	Natoma. Flame scarlet.....	Short	Int. Dec.	Oct. 25	6.00	50.00
XS	Firebird. Red bronze.....	Med.	Int. Dec.	Oct. 25	4.00	35.00
X	Joan Piper. Amber bronze.....	Med.	Int. Sing.	Oct. 28	4.00	35.00
XD	Bronze Doty. Bronze.....	Med.	Int. Pom.	Nov. 1	4.00	35.00
X	Elizabeth Peterson. Orange bronze..	Med.	Int. Dec.	Nov. 3	4.00	35.00
XS	Robin Hood. Dark red.....	Med.	S. Pom.	Nov. 5	4.00	35.00
	Red Rover. Crimson orange.....	Med.	S. Pom.	Nov. 5	4.00	35.00

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## BRONZE AND RED (Con't)

	Name and Description	Height	Size and Type	Matures	Price per	
					100	1000
	Grenadier. Red.....	Med.	L. Pom.	Nov. 10	4.00	35.00
XD	Mason's Bronze. Burnt orange.....	Short	L. Sing.	Nov. 10	4.00	35.00
D	Cora Scoville. Burnt orange.....	Med.	L. Anem.	Nov. 10	4.00	35.00
XD	The Titan. Scarlet crimson.....	Med.	L. Anem.	Nov. 10	4.00	35.00
XS	New York. Bronze.....	Med.	S. Pom.	Nov. 13	4.00	35.00
XSP	Princeton. Orange.....	Med.	Int. Dec.	Nov. 15	4.00	35.00
X	Mrs. Mary Hooker. Deep red.....	Tall	L. Dec.	Nov. 15	4.00	35.00
XPD	Melba. Fine light reddish bronze....	Short	L. Sing.	Nov. 15	4.00	35.00
XPD	Red Melba. Red.....	Short	L. Sing.	Nov. 15	4.00	35.00
XS	Red Princeton. Brazil red.....	Med.	Int. Dec.	Nov. 15	4.00	35.00
XS	Fez. Deep bronze.....	Med.	S. Pom.	Nov. 15	6.00	50.00
XP	November Bronze. Orange bronze...	Med.	Int. Pom.	Nov. 18	4.00	35.00
	Catherine. Bronze.....	Med.	Int. Dec.	Nov. 20	4.00	35.00
X	Legal Tender. Very fine bronze and gold.....	Med.	Int. Dec.	Nov. 20	4.00	35.00
XPD	Rolinda. Orange bronze.....	Med.	Int. Anem.	Nov. 23	4.00	35.00
	Red Rolinda. Deep reddish bronze...	Med.	Int. Anem.	Nov. 23	4.00	35.00
X	Dorothy Turner. Bronze.....	Med.	Int. Pom.	Nov. 25	4.00	35.00
X	Yolanda. Pale orange bronze.....	Med.	S. Anem.	Nov. 25	4.00	35.00
	Gold Tips. Reddish bronze gold tipped	Med.	L. Pom.	Nov. 25	4.00	35.00
X	Helen Hubbard. Deep red.....	Med.	L. Dec.	Nov. 25	4.00	35.00
XPD	Crimson Glow. Maroon.....	Med.	Int. Anem.	Nov. 25	4.00	35.00
D	Red Valencia. Light Brazil red.....	Med.	L. Sing.	Nov. 28	8.00	60.00
X	Royal Crimson. Dark crimson.....	Med.	L. Dec.	Dec. 1	4.00	35.00
XD	Coral Blaze. Orange bronze.....	Short	L. Anem.	Dec. 1	4.00	35.00
X	Wildfire. Beautiful orange rust.....	Med.	Int. Dec.	Dec. 3	4.00	35.00
X	Harmony. Red orange with bronze...	Med.	Int. Pom.	Dec. 5	4.00	35.00
X	Red Harmony. Red.....	Med.	Int. Pom.	Dec. 5	4.00	35.00
X	Cavalcade. Mandarin red.....	Med.	Int. Pom.	Dec. 10	4.00	35.00
XPD	Bronze Supreme. Light bronze.....	Med.	L. Anem.	Dec. 10	4.00	35.00

## PINK

XSP	Jewell. Bright rose pink.....	Short	S. Pom.	Oct. 15	4.00	35.00
XS	Capt. Cook. Fine early pink.....	Tall	Int. Pom.	Oct. 20	4.00	35.00
XS	Jessie. (Madeline) Deep rose pink...	Med.	Int. Pom.	Oct. 25	4.00	35.00
XS	Pink Dot. White with pink center...	Med.	Int. Pom.	Oct. 25	4.00	35.00
XD	Betty Rose. Pink petals and cushion..	Med.	L. Anem.	Oct. 25	4.00	35.00
	Pink Popcorn. Pink.....	Short	Int. Dec.	Oct. 30	4.00	35.00
XD	Irene Rich. Pink.....	Med.	L. Pom.	Nov. 1	4.00	35.00
SXD	Lillian Doty. Shell pink.....	Med.	L. Pom.	Nov. 1	4.00	35.00
XD	Rose Charm. Rose pink.....	Med.	L. Pom.	Nov. 1	4.00	35.00
XP	W. H. Buckingham. Pink.....	Short	Int. Sing.	Nov. 3	6.00	50.00
XS	Mrs. Morgan G. Buckley. Light pink	Tall	Int. Pom.	Nov. 8	4.00	35.00
SXD	Masterpiece. Tourmaline pink.....	Med.	Int. Pom.	Nov. 15	4.00	35.00
XP	Orchid Beauty. Orchid with gold. cush.	Med.	Int. Anem.	Nov. 15	4.00	35.00
XSPD	Frieda. Lavender with yellow cushion	Med.	L. Anem.	Nov. 15	4.00	35.00
XSD	Norma. Orchid petals, salmon cushion	Tall	Int. Anem.	Nov. 18	4.00	35.00
X	Usona. Pink.....	Med.	Int. Sing.	Nov. 25	4.00	35.00
X	Hasegawa Pink. Lavender.....	Med.	Int. Sing.	Nov. 25	4.00	35.00
XPD	Beautiful Lady. Lavender cream cush.	Short	L. Anem.	Nov. 25	6.00	50.00
XD	Dark Pink Valencia. Orchid pink....	Tall	Int. Sing.	Nov. 28	4.00	35.00
XD	Valencia. Orchid pink.....	Tall	L. Sing.	Nov. 30	4.00	35.00
XD	Dark Pink Supreme. Lavender.....	Med.	L. Anem.	Dec. 10	4.00	35.00
	Treasure Island. Light lavender.....	Med.	Int. Dec.	Dec. 20	4.00	35.00



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